

NY-Alert Quick Facts during Hurricane Sandy

Communication Channels Used

- Text Messaging
- Pagers
- Phone Calls
- Email
- Reverse 911
- iAlertz Mobile App

Warning Types Communicated

- Evacuations
- Recovery Efforts
- Curfews
- Flood Advisories
- Wind Advisories
- Class Cancellations
- Shelter Locations
- Environmental
- Medical Emergencies
- Missing Children
- Transportation
- Public Health
- Criminal Acts

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NY-Alert Warns Millions During Hurricane Sandy

New York State

In October and November of 2012, emergency managers in New York and other east coast locations prepared for and responded to the devastation of Hurricane Sandy. New York State started its preparations days before the storm would hit by using the NY-Alert mass alerting system to warn the general population of upcoming dangers, urging the population to prepare and evacuate in the affected areas. Here are some message distribution numbers for the time period 10/25/2012—11/1/2012:

- **5,978,751** emails sent
- **568,126** phone calls made
- **2,368,057** text messages sent
- **270,313** reverse 911 phone calls made

That's a total of **9,192,087** messages over **3550** warnings in a matter of one week!

The flexibility with which information was shared to the public provided emergency responders with tools to mitigate the devastating effects of Hurricane Sandy by keeping the general population well informed and safe.



.....This is an **ACTUAL NOTIFICATION**.....

Notification ID: 3730854
CAP Identifier: NYAlert-ALLHAZALERT-3730854
Gateways: Email
Headline: URGENT Borough of Manhattan Community College Class Cancellation Notice
Activation Time: 10/28/12 5:21 PM
Expiration Time: 10/29/12 6:01 PM
Issued By: NYS - NY-Alert
Issued To: CUNY-Borough of Manhattan Community College
Description: All classes from 4 PM today are cancelled. In addition, all day and evening classes Monday are also cancelled. BMCC will be closed all day Monday to all personnel other than those called in to maintain essential services.

Instructions:

All classes from 4 PM today are cancelled. In addition, all day and evening classes Monday are also cancelled. BMCC will be closed all day Monday to all personnel other than those called in to maintain essential services. Hurricane Sandy should be taken seriously and we advise our community, for the health and safety of their families, to follow the conditions and advisories as they are announced by your local radio station, OEM, CUNY Alert, 311, etc.